



Trademark Practice Group Biographies

Peacock Law has seven attorneys regularly practicing trademark law. The CVs for all seven attorneys are provided separately with this submission. We provide here the biographies of the four trademark practitioners that will most likely be assigned to this matter.

Trademark Attorneys in the Firm Who are Likely to Provide Services:

Deborah A. Peacock, P.E. is President of Peacock Law with over 34 years' experience in the United States and international intellectual property prosecution, branding, licensing, contracts, corporate advice, university representation, tech transfer, government rights, settlement and strategy. She has represented clients big and small regarding intellectual property issues, including nation-wide retailers with large actively enforced trademark portfolios, and advertising firms who are rolling out branding for their clients. Deborah serves on four corporate boards (publicly traded companies or wholly owned subsidiaries of publicly traded companies) where trademarks and branding are key issues for the companies. She also currently serves as the Chair of the Board of Regents of New Mexico Institute of Mining and Technology and the New Mexico Mining Safety Board (appointments made by the Governor). Deborah is a Registered Patent Attorney and Registered Professional Engineer (New Mexico and Colorado). Deborah received her B.S. (with highest honors) in Metallurgical Engineering from the Colorado School of Mines in 1978 and her J.D. from Harvard Law School in 1985. Deborah is admitted to the New Mexico Bar, Colorado Bar and New York Bar. She is a member of INTA (International Trademark Association).

Jeffrey L. Squires leads Peacock Law's litigation and Trademark Trial and Appeal Board (TTAB) practice and is an intellectual property litigation attorney with over 40 years' experience litigating intellectual property matters, including high-value judicial and administrative proceedings. He has litigated numerous trademark, copyright and other intellectual property disputes in a variety of federal district and appellate courts throughout the country. He has also served as a mediator and arbitrator in numerous cases. He was for many years an arbitrator for both the American Arbitration Association and the National Association of Securities Dealers (now FINRA). He also served for more than ten years as a mediator for the Multi-Door Dispute Resolution branch of the Superior Court for the District of Columbia. He received his J.D. from the University of Wisconsin in 1973. Jeff is admitted to the state bars of New Mexico, Washington D.C., Maryland, Virginia and Texas, and has been admitted to the bars of more than 20 federal district courts and courts of appeal.

Justin R. Muehlmeier is a Partner of Peacock Law practicing all aspects of intellectual property and litigation, including trademark prosecution, licensing and judicial and administrative (TTAB) litigation. He has secured trademark registrations for some of New Mexico's most famous brands. His business acumen is well appreciated by his clients who often consult him for their overall branding strategy. Justin speaks regularly on intellectual property in the

community, honing the skill of articulating complex trademark concepts in ways his clients and marketing departments can understand and appreciate. Justin came to Peacock Law P.C. from the New Mexico Supreme Court, where for two years he served as judicial law clerk to one of the most respected justices in the State's history. Justin earned dual undergraduate degrees in Physics/Astrophysics and Philosophy of Economics, and is a Registered Patent Attorney. Justin is licensed to practice law in the State of New Mexico and serves on the Board of the IP Section of the State Bar (for which he served as chair for 2018).

Svitlana V. Anderson is an attorney primarily focusing her practice on trademark clearance, prosecution, protection, counseling, licensing, and administrative litigation before the TTAB. Also, her practice involves the Uniform Dispute Resolution Policy ("UDPR") cases, enforcing some of her clients' trademarks and domain names. Aside from regular foreign and domestic trademark prosecution, Svitlana also maintains and reports trademark watches for her clients, with subsequent cease and desist demands or another administrative process through the U.S. Patent and Trademark Office ("USPTO"). Svitlana is a frequent speaker in the New Mexico community on IP, trademarks, and branding. Svitlana's audience ranges from business owners, creatives, and inventors to students. Prior to joining Peacock Law, Ms. Anderson worked for many years as Intellectual Property ("IP") paralegal with Norton Rose Fulbright (formerly Fulbright & Jaworski L.L.P. "Fulbright") in Houston, TX. While with Fulbright, Ms. Anderson managed, at the paralegal level, trademark portfolios for some of the world's largest companies. Ms. Anderson was born and educated in Ukraine, where she attended college and law school, receiving her Ukrainian J.D. in 2002 from Odessa National Academy of Law. Svitlana also holds United States Bachelor of Arts-Equivalent degrees in Law from the College of Law at Nikolaev Pedagogical Institute and the Ukrainian Financial Institute, in Kiev, Ukraine. Before moving to the U.S., Ms. Anderson was a judicial clerk to Honorable Judge Alexandr Sereda (2001 – 2004). Svitlana earned her United States J.D. from the University of New Mexico School of Law in 2016, where she worked as a clinical law student in the Business and Tax Clinic. Ms. Anderson is licensed to practice law in the State of New Mexico, she is a member of Tenth Circuit Court of Appeals and of the United States District Court of the District of New Mexico. Also, Svitlana is a member of the International Trademark Association (INTA), a Director of the IP Section of the New Mexico State Bar and the 2020 Chair of the Board of the IP Section of the State Bar.

IP Paralegals in the Firm Who are Likely to Provide Services:

Our paralegals are so experienced and knowledgeable in IP that we often hear that our paralegals know more about IP procedures than many IP attorneys at other law firms. All of them have made it their career to focus on IP and have been with our firm for many years.

Diane Nelson is the Paralegal Coordinator at Peacock Law. Diane has been with Peacock Law for over 24 years with extensive experience in all intellectual property filings in the U.S. and abroad. Diane oversees the workflow and process for all paralegals at our firm to make sure we are current with all procedural aspects of IP practice.

Lori R. Lamb is a Senior Paralegal with over 12 years' experience at Peacock Law. Lori handles the filings for our largest foreign law firm clients who hire us to file in the United States on behalf of their foreign clients.

Anna M. DeRosa is a Certified Paralegal and has concentrated her work in the IP field for over five years. Prior to coming to Peacock Law, Anna had a career in engineering.

Andrew M. Werling is a Paralegal and Docketing Specialist. Andrew has been practicing in this field for the past 6 years.

Melanie Butler is our lead Docketing Paralegal with over 15 years' experience managing our large IP docket. She oversees all docketing paralegals to ensure that the firm stays ahead of all deadlines.

Elise Thompson is a Docketing Paralegal with many years' experience in the legal field.